



MALVERN AUTUMN SHOW

in association with



May 2018

Dear Exhibitor,

We are delighted to invite your application for the **Malvern Autumn Show** on the **29th & 30th of September 2018** for a celebration of food, gardening & nostalgia.

With over 65,000 visitors, exhibiting at the Malvern Autumn Show offers unique access to an affluent audience (72% ABC1). We have had record attendances for this Show over the past few years, which is something we are working on again for 2018.

New Layout

Having reviewed visitor and exhibitor feedback we have made some exciting changes to the layout of the show this year. On some avenues we will create more space between stands and the layout will be free-flow as much as possible to reduce bottlenecks, some of which are a consequence of our growing visitor numbers. There will be more open space and seating available for visitors to enter, relax and enjoy the show.

Tradestands will be grouped by category in some areas and it may be necessary to relocate exhibitors. Please indicate your preferred stand location(s) on the site plan enclosed with the application form and we will do our best to meet your requirements.

The shows features will be grouped into the following vibrant areas:

Grow It **NEW: Floral Marquee** close to South Gate showcasing hand-picked, leading nurseries from the UK.

The **plant shops** hosting first class nurseries and their best plants in attractive mini displays.

NEW: Autumn Theatre with daily talks and demonstrations

Buy It Hundreds of unique shopping opportunities for discerning shoppers.

NEW: The Countryside Shopping Pavilion will be removed and replaced with a premium and stylishly decorated shopping arcade within Wye Hall.

Guilds of Crafts, Floral Art and Young Farmers Championships will also be in Wye Hall.

Relive It A celebration of all things retro, including vintage vehicles, garden machinery, forestry, old time fun fair, vintage clothing, dancing, craft workshops and a Vintage Tea room.

Harvest It The Harvest Pavilion will stay in the same location as last year hosting a talks theatre, Grow to Show and the National Specialist Plant Societies

The hugely popular UK National Giant Vegetables Championship has outgrown its current location and will relocate to Avenue F to where the members pavilion was last year.

Visitors can learn all about perry, artisan ales and the brewing process in the Orchard & Hopyard Pavilion.

Taste It A tempting range of food and drink with specialist food from the best of British producers will be hosted in Avon Hall.

NEW: Severn Hall will become the new location for the members area and will include a public area and a bookable restaurant.

Experience It The World of Animals encourages visitors to meet a wide range of animals

Exciting arena displays, bandstand and seating on the enlarged Family Green

NEW: Important Changes to Vehicle Regulations

From 2018 the show will be entirely vehicle and caravan free. We believe that this will enhance our visitor experience by creating a more relaxing and free-flow atmosphere.

Further information is available on page 9 of the Tradestand Schedule but for exhibitors who need to bring a vehicle on the showground during the show period, there are two options as follows:

- **Restocking pass** which allows you to replenish stock before the show opens and after the show closes. These are provided free of charge and should be requested at the time of application.
- **Static vehicle passes** are available for exhibitors who wish to park a vehicle that is essential for stock or security within specially designated compounds within the showground but outside of the actual show area. Static vehicle passes cost £50 + VAT and should be requested at the time of application.

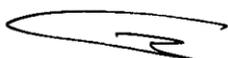
Otherwise, vehicles may be parked free of charge as usual in our designated exhibitor car parks on the showground. Parking passes are provided in your exhibitor information pack sent out a few weeks before the show.

Next steps to progress your application

- The 'Trade Stand Application', 'Trade Stand Schedule' and 'Tradestand Guide to Judging and Presentation' are available to download from our website: <https://www.threecounties.co.uk/trade/malvern-autumn-show/>. Should you have issues with printing them yourself, please get in touch.
- The booking of tradestand space is available only by post or email for 2018.
- The application pack contains a provisional map, but if you would like to discuss your application further, then please feel free to give me a call.
- Finally, **our closing date for applications is 25 June 2018**. We will be in touch with confirmation as soon as possible after this date.
- For Floral Marquee and Plant Shops (plant selling stands) please e-mail nina.acton@threecounties.co.uk for further information.

We look forward to welcoming you to Malvern Autumn Show 2018.

Yours sincerely



Steve Allsop
Tradestand Executive